

SANFORD COMMUNITY REDEVELOPMENT AGENCY

ANNUAL REPORT

OCTOBER 1, 2016-SEPTEMBER 30, 2017

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CRA

BOARD MEMBERS

Chair

Charles Davis

Vice Chair

Brian Volk (County Appointed)

Members

Steve Chusmir

Joshua Snyder

Paul Osborne (County Appointed)

Executive Director

Sonia Fonseca, City of Sanford CRA Executive Director

Treasurer

Cynthia Lindsay, City of Sanford Finance Director

CRA VISION STATEMENT

“A UNIQUE AND VIBRANT PLACE
TO LIVE, WORK, PLAY, AND VISIT.”

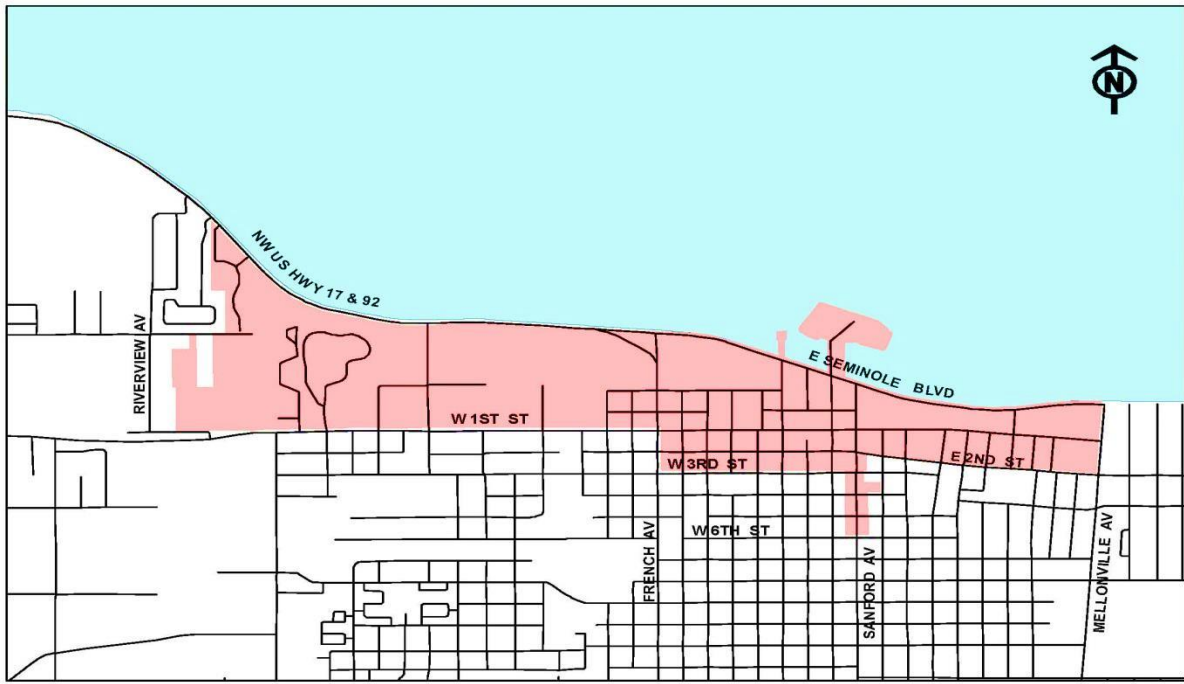
CRA MISSION STATEMENT

“REVITALIZE AND ENHANCE
THE CRA DISTRICT BY STRENGTHENING
ECONOMIC VITALITY AND LIVABILITY.”

CRA GOALS

- AGGRESSIVELY PURSUE
REDEVELOPMENT/REVITALIZATION
TO ENHANCE ECONOMIC VITALITY
AND LIVABILITY
- INTEGRATE THE DOWNTOWN-
WATERFRONT IN FUNCTION,
ACTIVITY AND TRANSPORTATION
- IMPROVE CRA DISTRICT
CONDITIONS IN BOTH PHYSICAL
AND SOCIAL QUALITY WHILE
PRESERVING HISTORICAL
SIGNIFICANCE





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Waterfront CRA Boundary





CRA 2017 FINANCIAL STATEMENT

Redevelopment Area

Balance Sheet

Operating Cash and Equivalents	\$ 1,198,098
Accounts Receivable	39
Due from County	3,192
Prepaid items and other assets	-
Amount to be Provided for Retirement of General L-T-D	-
Total Assets & Other Debits	\$ 1,201,328
Loan Payable	\$ -
Other Payables	39,929
Fund Balance	1,161,399
Total Liabilities & Fund Balance	\$ 1,201,328

Statement of Revenues, Expenditures & Cash Available

Revenues & Other Sources:	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>	<u>% Budget</u>
Current Ad Valorem-Ray Valdes	735,838	\$ 703,573	\$ 32,265	96%
Current Ad Valorem-Seminole County Portion	490,014	483,060	6,954	99%
Interest	12,337	8,701	3,636	71%
Use of Reserves	978,050	-	978,050	0%
Total Revenues & Other Sources	\$ 2,216,239	\$ 1,195,334	\$ 1,020,905	
Expenditures:				
Personnel Expenditures	\$ 186,810	\$ 278,599	\$ (91,789)	149%
Professional Services	108,427	79,811	28,616	74%
Other Contractual Services	302,100	160,260	141,840	53%
Postage and transportation	5,980	36	5,944	1%
Insurance	5,696	5,696		
Repairs and Maintenance	-	7,160	(7,160)	100%
Printing and Binding	200	195	5	98%
Promotional Activities	101,402	85,229	16,173	84%
Other charges/obligations	3,000	1,299	1,701	43%
Operating Supplies	8,517	47,849	(39,332)	100%
Registrations/Conference/Seminars	6,750	2,890	3,860	43%
Road / Infrastructure Projects	981,933	146,761	835,172	15%
Rehabilitation and Facade Subsidy Grants	505,424	196,198	309,226	39%
Total Expenditures & Other Uses - FY2017	\$ 2,216,239	\$ 1,011,984	\$ 1,204,255	

OVERVIEW



The Sanford Community Development Agency (CRA) was established in 1995 with an anticipated 20 year life as a redevelopment district. In addition to funding several major streetscape projects such as First Street, and Sanford Avenue, the CRA also funds programs which aid in re-development and revitalization of the downtown district. These programs include: Annuals/ Flower Planting, Amtrak Downtown Shuttle, Event/Promotion Grants, Facade Grants, Rehabilitation Loan Subsidy Grants, New Construction Grants and Marketing Efforts.

The CRA continues to be instrumental in the improvement of the downtown economy and aesthetics within the project area.

Although the CRA was scheduled to sunset in 2015, the City of Sanford extended the agency for another 10 years. The downtown area has many valuable assets that still need to be revitalized, and a great deal of open space that should be better utilized. Property values, as well as sales tax receipts, have illustrated the importance of extending the CRA.

The CRA Board hired Littlejohn Inc., and CPH Engineers to provide professional services needed to identify future projects, required capital, and to formulate an updated redevelopment plan. The Plan was submitted and approved by Seminole County.

Since the extension was approved, the CRA has committed support to the Heritage Park Development, Oak Avenue Streetscape, Riverfront benches, added police officers, and improved ground transportation just to name a few.

ACTIVITY SUMMARY

During the reporting period, October 2016 – September 2017, the City of Sanford Community Redevelopment Agency provided funding for the following projects and activities:

Ongoing Projects:

- Replacement of flowers (annuals)
- full time grounds employee for downtown
- full time police officers for downtown

Events

The CRA Board funded a number of promotional events and activities that increased traffic, civic engagement, and showcased improvements within the CRA district.

- Alive After Five
- Martin Luther King Celebration
- St. Johns River Festival of Arts
- Bokey Rider's Picnic in the Park
- Pints and Paws
- Second Puerto Rican Festival in Sanford
- Sofas and Suds
- Riverside Dash
- Sanford Block Party
- Melissa's 5K to end Brain Cancer
- Choo Choo to the Zoo
- Best of Sanford Awards

FISCAL YEAR 2016-2017 ACTIVITIES

- Encumbered \$243,000 toward redevelopment projects
- Encumbered \$200,000 toward two new construction projects
- Awarded over \$65,000 toward Façade renovations
- Funded \$120,000 to rehabilitate the historical jail building, 113 Palmetto
- Funded \$7,000 toward stabilization of the former dry cleaner site, 121 Palmetto
- Funded \$45,000 toward preliminary design and feasibility study for Civic Center
- Funded nearly \$50,000 toward park bench replacement
- Expanded shuttle service – brought nearly 14,000 riders into downtown Sanford
- Funded Summer Choo Choo to the Zoo campaign in partnership with the Zoo, and SunRail. Which brought more than 800 riders on SunRail to the Zoo.
- Funded \$30,000 to air a Summer TV commercial to bring visitors to the City
- Entered into an Intergovernmental Agreement to commit 5.2M to streetscapes surrounding the Catalyst Site (a/k/a Heritage Park)
- Hired a firm to perform a downtown Parking Study
- Provided matching funds to support Movies in the Square
- Continued to fund maintenance and landscaping along the RiverWalk
- Continued to fund dedicated officers for the CRA area
- Attended Mainstreet Conference to begin the process of reviving the program in Sanford
- Attended ongoing meetings with Food & Beverage committee
- Funded promotions including ads in local publications and acquisition of a domain to drive tourism
- Sponsored the Best of Sanford event (Award Sponsor)

FISCAL YEAR 2016-2017 ACTIVITIES

ALIVE AFTER 5

AA5 is Central Florida's largest recurring monthly street party with live music, local artists, food and beverage sampling in a beautiful historic town. The CRA continues to be a key promotional partner, bringing people to Sanford's downtown and contributing significantly to the area's redevelopment and revitalization. This monthly Street Party continues to grow and bring thousands of new and returning visitors to our downtown and has gained regional recognition as a regular community/ social event. The second Thursday of each month, from 5 to 8pm, rain or shine.

THE ST. JOHNS RIVER ART FESTIVAL

The St. Johns River Art Festival, now in its fourth year, drew thousands of new attendees to the Historic District. The City and merchants benefited from increased revenues generated from the artist's three day stay. The local businesses reported positive impact to their sales of food and merchandise. This event continues to grow in numbers and is has proven to be a substantial economic impact for the downtown.

OTHER EVENTS

The Community Redevelopment Agency supported more than a dozen special events during the 2016-2017 fiscal year. Each unique event contributed to the local economy and the CRA's mission to improve the quality of life in the City of Sanford.

PHOTOS 2016-2017



NEW Trolley Service!



210 S. Park Ave. – Façade Grant



117 French Ave. – Façade Grant



300 E 2nd. Street – Rehabilitation Grant

Additional photos and videos are available at www.sanfordfl.gov

CONTACT INFORMATION

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